

# Helping our customers to be more productive

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# Why we care about great customer service



# What have we done so far?



## Customer Service Strategy

### Customer Service Strategic Plan

#### First annual Customer Service Plan



First 60mph in road works

M6 J10-J12  
Accident cleared

Customer focussed VMS



'Report of' legends



Targeted campaigns



Improved freight engagement



First orange emergency areas



Road closure information



Variable Speed Limits review



Diversion route standards



Regional twitter over 39K followers average 150 tweets a week

## Enabling and Engagement

Mystery shopping

Segmentation

Supply chain procurement

National customer service week and regional conferences

# Who are we making a difference for?



John Lewis

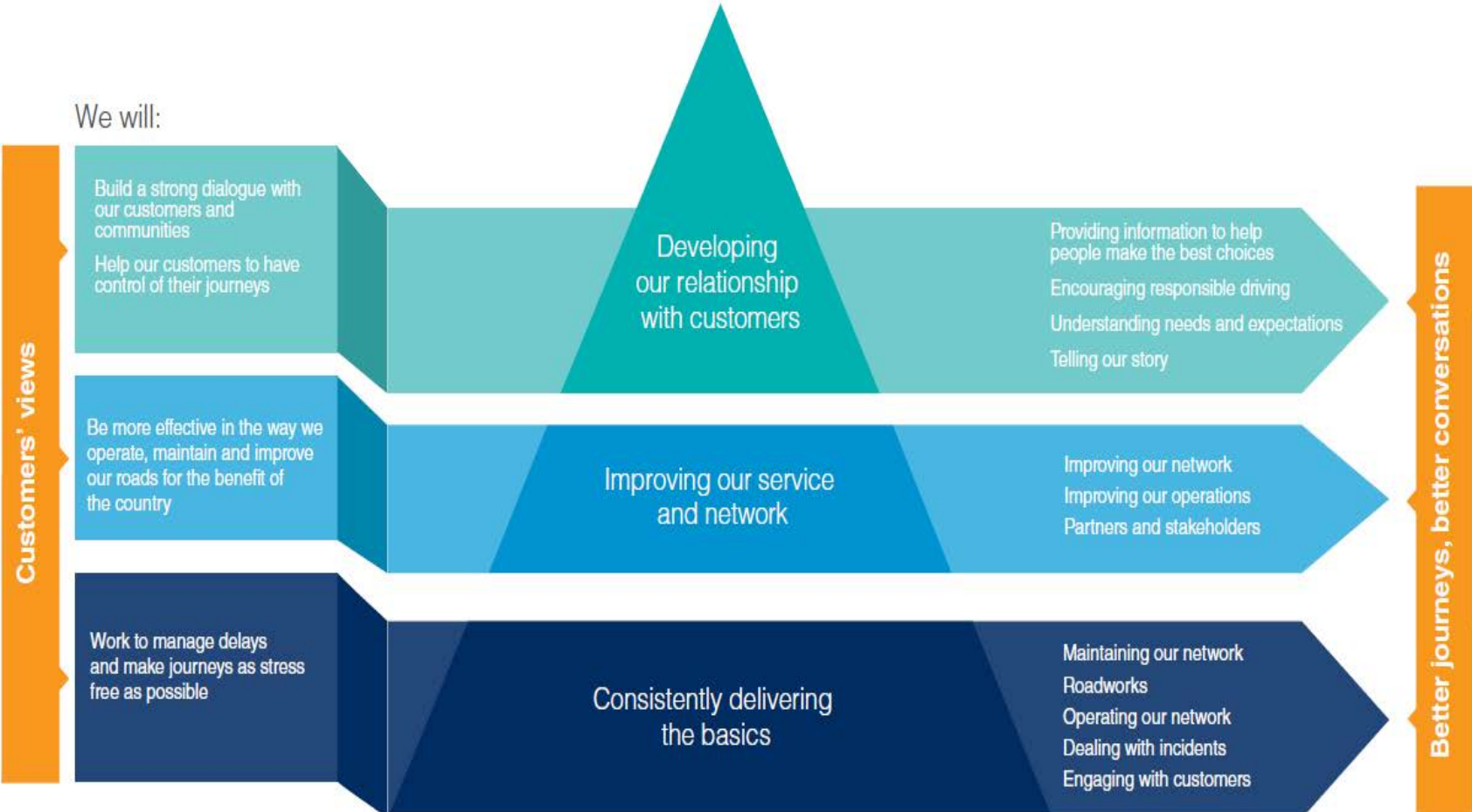
*Eddie Stobart*

Waitrose

national  
express



# How we bring customer service to life



# Customer service underpins our values

We all understand our contribution to customer service

Teamwork

Our customers know we care

Passion

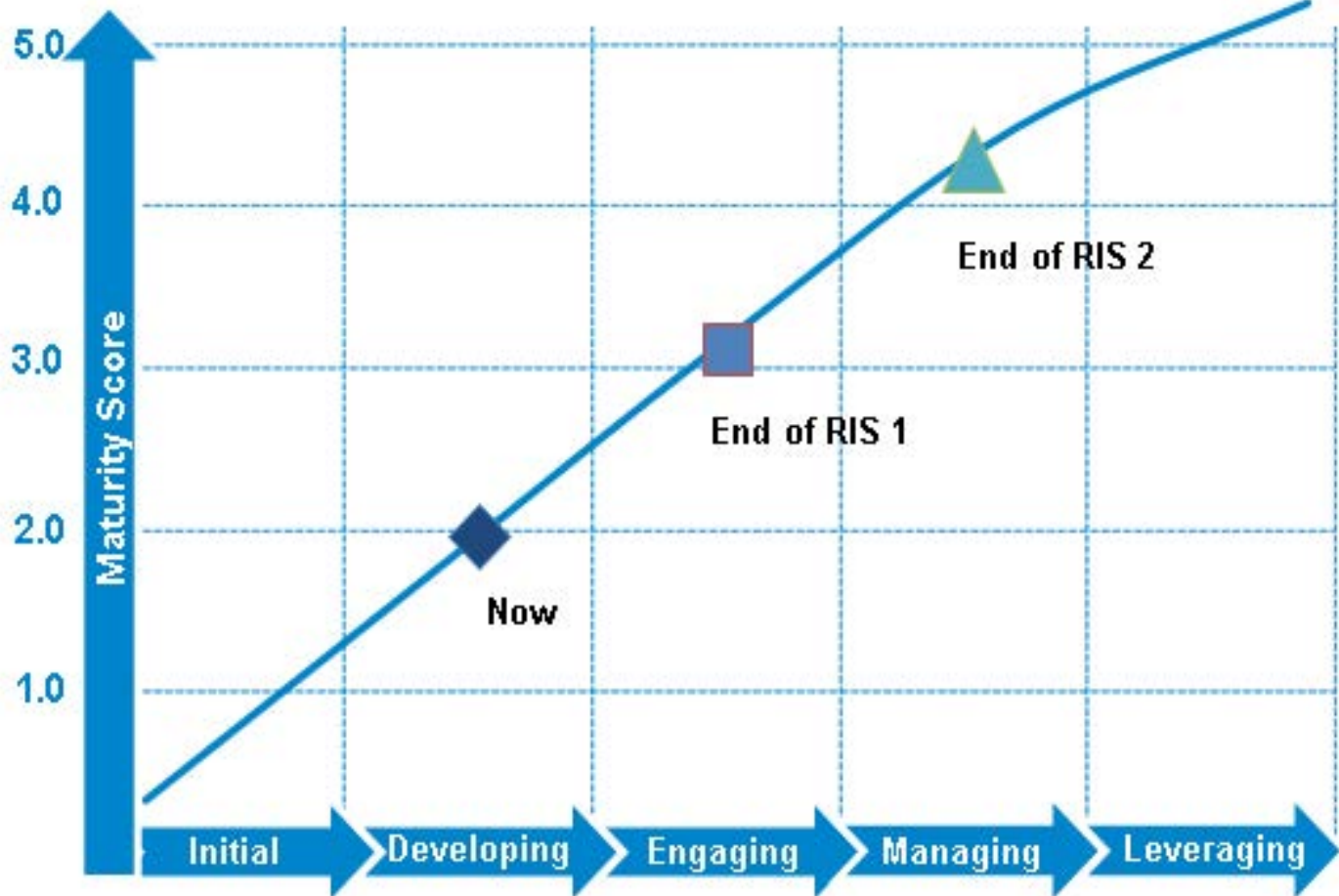
Ownership

Our customers trust us

Safety

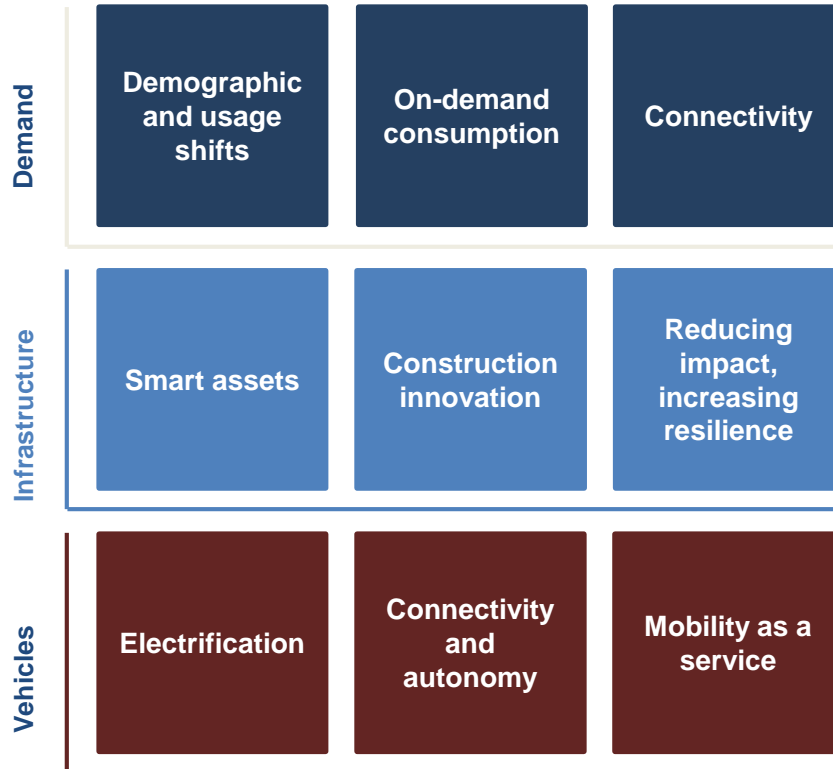
Integrity

# Developing our customer service maturity





# 9 key trends that will shape the future SRN



# Follow our customer journey



<https://www.facebook.com/highwaysenglandofficial>



@HighwaysEngland We also have regional pages where we share up-to-date travel information



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